

AMENDMENTS TO THE CLAIMS

1-37 (Canceled)

38. (Currently Amended) A method for adding content to a personal advertisement over a network, comprising:

providing to a client an application program interface that enables access to the personal advertisement, wherein at least a portion of content for the personal advertisement is associated with a particular user, and wherein the client is associated with the particular user;

employing the application program interface, on the client, to select one of a plurality of communication links to submit additional content over the selected one of the plurality of communication links, for association with the personal advertisement to a service provider for approval, wherein the additional content includes at least one of video or audio; and

submitting the additional content over the selected one of the plurality of communication links;

enabling at least one other user client to access at least the additional content approved for association with the personal advertisement.

39. (Currently Amended) The method of Claim 38, further comprising enabling editing of the additional content for the personal advertisement on the client.

40. (Currently Amended) The method of Claim 38, ~~further comprising enabling submission of at least a portion of the audio for the additional content over a telephone communication link.~~ wherein the plurality of communication links include at least one of a telephone communication link or a camera coupled to the client.

41. (Previously presented) The method of Claim 38, further comprising providing audio guidance for the submission of the audio for the additional content over a telephone communication link.

42. (Previously Presented) The method of Claim 38, further comprising
employing a provided telephone number to initiate a telephone
communication link with the particular user; and
providing audio guidance to the particular user for submitting at least a
portion of the audio for the additional content.

43. (Previously Presented) The method of Claim 38, wherein the audio content
includes at least one of voice, music, or sound.

44. (Previously Presented) The method of Claim 38, further comprising providing
information to the particular user associated with the personal advertisement, wherein the
information is directed to at least one of creating, editing, and playing the additional content.

45. (Previously Presented) The method of Claim 38, further comprising displaying
information for playing the additional content to the at least one other user.

46. (Previously Presented) The method of Claim 38, further comprising
embedding a player for the additional content in the personal advertisement, wherein the player is
displayed to enable the playing back of the additional content.

47. (Previously Presented) The method of Claim 38, further comprising
employing the application program interface to record the additional content, wherein the
application program interface provides at least one control for recording the additional content and
at least one control for submitting the additional content for approval.

48. (Previously Presented) The method of Claim 38, wherein at least a portion of the additional content is recorded separate from the application program interface that provides access to the personal advertisement.

49. (Previously Presented) The method of Claim 38, wherein at least a portion of the additional content includes selectable content that is prerecorded.

50. (Previously Presented) The method of Claim 38, further comprising providing a notification to the particular user that the submission of additional content is approved for access by the at least one other user.

51. (Previously Presented) The method of Claim 38, wherein at least a portion of the actions of the claimed method are implemented by at least one of a client, server, host, or peer application.

52. (Currently Amended) An apparatus for adding content to a personal advertisement over a network, comprising:

a memory for storing information;

a processor for employing the information to enable actions, including:

providing to a client an application program interface that enables access to the personal advertisement, wherein at least a portion of content for the personal advertisement is associated with a particular user, and wherein the client is associated with the particular user;

employing the application program interface, on the client, to select one of a plurality of communication links to submit additional content over the selected one of the plurality of communication links, for association with the personal advertisement to a service provider for approval, wherein the additional content includes at least one of video or audio; ~~and~~

submitting the additional content over the selected one of the plurality of communication links;

enabling at least one other user client to access at least the additional content approved for association with the personal advertisement.

53. (Previously Presented) The apparatus of Claim 52, wherein the application program interface is enabled by a browser application, and wherein the at least one other user employs the browser application to access the additional information approved for association with the personal advertisement.

54. (Previously Presented) The apparatus of Claim 52, wherein the apparatus is a mobile device.

55. (Previously Presented) The apparatus of Claim 52, further comprising enabling submission of at least a portion of the video for the additional content by a camera coupled to the apparatus.

56. (Previously Presented) The apparatus of Claim 52, further comprising enabling submission of at least a portion of the audio for the additional content by a microphone coupled to the apparatus or over a telephone communication link.

57. (Previously Presented) The apparatus of Claim 52, wherein the application program interface is provided at a website associated with the service provider.

58. (Currently Amended) A processor readable medium that includes information for adding content to a personal advertisement over a network, comprising:

a module for providing to a client an application program interface that enables access to the personal advertisement, wherein at least a portion of content for the personal advertisement is associated with a particular user, and wherein the client is associated with the particular user;

a module for employing the application program interface, on the client, to select one of a plurality of communication links to submit additional content over the selected one of the plurality of communication links, for association with the personal advertisement to a service provider for approval, wherein the additional content includes at least one of video or audio; and
a module for submitting the additional content over the selected one of the plurality of communication links;

a module for enabling at least one user client to access at least the additional content approved for association with the personal advertisement.